



**City of
Rolling Hills Estates**
310-377-1577

<http://keepingrheclean.wm.com>

Fall 2011



Cart system leads to recycling success



Six years ago, Waste Management introduced the three-cart trash and recycling system to Rolling Hills Estates. Since then, the City's diversion rate has climbed to 56%, meaning that more than half of all discards are finding a new and beneficial use.

Waste Management supplies all single-family residents in Rolling Hills Estates with trash (grey), green waste (green), and commingled recycling (blue) carts. You simply place all discards in the appropriate container (see boxes) and close the lid. Please do not leave additional refuse alongside your carts. Waste Management would be happy to replace your carts with larger sizes or provide you with extra carts. Additional or larger recycling and green waste carts are available at no cost. Additional or larger grey trash carts are available for a monthly fee.

For collection, place your carts at the curb between 4 p.m. on Tuesday and 7 a.m. on Wednesday. Roll carts into the street and place them against the curb, with handles

facing your home. Place carts approximately two feet apart from other carts and objects, if possible. As a courtesy to your neighbors, promptly remove carts after service. Carts must be removed from the street by 10 p.m. on Wednesday.

If you have questions, call Waste Management Customer Service at 310-677-6500 or 800-774-0222.

GREEN WASTE CART (WM supplied green cart)

Green waste materials include:

- Grass / Leaves / Brush
- Tree Limbs Less Than 4" dia.
- Plants / Weeds
- Garden Trimmings / Sawdust

(No: palm fronds, paper, plastic, soil, rocks, cactus/yucca, manure, food waste, or animal waste)

RECYCLING CART (WM supplied blue cart)

Recyclable materials include:

- Newspapers
- Cardboard
- Mixed Paper
- Junk Mail
- Cereal Boxes
- Magazines & Phone Books
- Aluminum Cans
- Tin / Steel Cans
- Plastic Bottles
- All Colors of Glass / Plastic Containers

TRASH

(WM supplied grey cart)

The trash cart is for household waste that cannot be recycled.

All materials must fit inside your carts or containers. No loose bags will be collected.

Holidays affect collection schedule

Trash, recycling, and green waste collections in Rolling Hills Estates take place on Wednesdays. However, some holidays do delay collections for the entire week. During these holiday weeks, collections in Rolling Hills Estates will take place on Thursdays. These are the holidays that can affect the weekly collection: Christmas

Day, New Year's Day, and Independence Day.

Waste Management offices are closed for business on these six holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

Parade of Lights kicks off the holiday season

Mark your calendar for the 13th Annual Peninsula Holiday Parade of Lights on Saturday, December 3. The parade will take place from 6 to 7:30 p.m., as illuminated floats and festive participants make their way through the Peninsula Center Commercial District along Silver Spur Road, Deep Valley Drive, and Norris Center Drive.

Community and civic groups, school and youth organizations, marching bands, drill teams, equestrian units, local businesses, and others are invited to take part in the parade. Applications are due by November 23. There is no entry fee. Show your Peninsula pride!

The parade will also feature Loren and Craig DeRoy, recently selected as "Citizens of the Year" by the Palos Verdes Peninsula Chamber of Commerce and the Palos Verdes Rotary Club.

Children aged 4 to 7 are invited to enter the annual "Ride with Santa" contest sponsored by the Promenade on the Peninsula.

Two lucky winners will get an opportunity to ride on a parade float with Santa Claus. Entry forms will be available at the Promenade in November.

Local businesses and community organizations can become sponsors of the parade or decorate a commercial vehicle to enter in the parade. This is a great opportunity to promote your business or organization and enjoy celebrating with your friends and neighbors.

Cox Communications will once again provide a live cable broadcast of the event and televise repeat footage on Channel 35 throughout the month of December.

To request a parade entry application, or to become a parade sponsor, please contact Pageantry Productions at 562-531-3150, or Andy Clark, Community Services Director, at 310-377-1577, ext. 109, or AndyC@ci.Rolling-Hills-Estates.ca.us.

Fall leaves? Fill your green cart first!

During fall leaf season, you may have more green waste than usual. Here are some helpful hints on how to dispose of it properly:

- Fill your green cart first. Don't bag the leaves; put them loose into the cart. Please don't pack down the leaves because the cart won't empty properly.
- If you regularly have more green waste than will fit into your cart, request an additional green cart at no charge.
- Place loose, extra leaves into your own clean container. Make sure the container is properly marked and sitting next to your green cart.
- Set out leaves and other yard maintenance debris for bulky item pickup. All RHE residents are eligible for four free bulky item pickups each year. When you call to schedule the bulky item pickup, be sure to note that this is a leaf pickup so that the proper truck will be sent out.
- From October through February only, you may put green waste into plastic yard waste bags and set them next to your green cart.

In addition to fall leaves, acceptable green waste includes grass clippings, brush,



shrubby prunings, sawdust, tree trimmings, and tree limbs smaller than 4 inches in diameter. Branches can be bundled with twine and left next to your green cart.

Please DO NOT mix any of these items with your green waste: palm fronds, cactus or yucca, dirt or rocks, plastic or paper bags, pet waste, and food waste.

For more information, call Waste Management Customer Service at 800-774-0222 or the Rolling Hills Estates Community Relations Manager at 310-522-6554.

Become a smarter gardener

Rolling Hills Estates residents are invited to take part in the L.A. County Smart Gardening program, which offers regular workshops around the County on water-wise, fire-wise, and low-waste lawn and garden care. You'll get step-by-step instructions on composting, grass recycling, xeriscaping (planting drought-tolerant and native species), and more. Each workshop is one and a half hours long. Beginning workshops introduce you to smart gardening. Advanced workshops are for those who love to garden. No registration is needed.

For dates, locations, and other details, visit www.smartgardening.com or call 888-CLEAN-LA.





If you were going to make only one change this month, we have a great idea—capture all of your aluminum cans for recycling!

Aluminum beverage cans are one of the easiest containers to recycle in America. Every curbside and drop-off program accepts them. Where recycling containers are found in public spaces, like hotel lobbies, airports, malls, or bus stations, aluminum cans are almost always accepted for recycling there, too. In 2010, Americans recycled nearly 56 billion aluminum cans. That's a huge number and represents 58.1% of the cans used. However, with such easy access to recycling for these cans, why isn't that number even higher?

There are many great reasons to recycle aluminum cans. A new aluminum can has 68% total recycled content, so the markets for aluminum cans are healthy and the cans are being used to make new aluminum. In addition, making aluminum from recycled beverage cans creates only 5% of the greenhouse gas emissions and uses only 5% of the energy when compared to making aluminum from raw materials. Aluminum is infinitely recyclable, so today, 75% of the aluminum ever smelted is still in use.

The next time you finish a drink, think about that can. Don't litter it! Don't toss it in the trash! Recycle it! Capture all of your cans—we know you "can" do it!

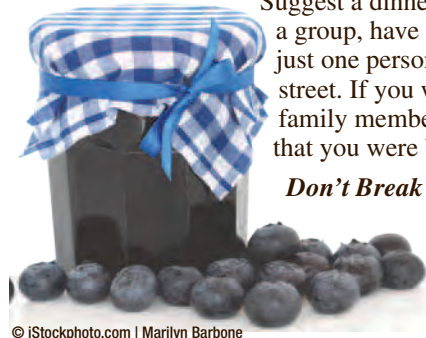
Learn more about aluminum can recycling at www.recyclecansnow.com.

Green Gifts for a Happier Holiday

Would you like to make your holiday season a little less stressful and turn it a brighter shade of green? Would you like a season that focuses more on your relationships than your stuff? We have some advice that will help.

Making a List and Checking It Twice: Write down all of the names of people for whom you normally buy gifts. Is there someone on the list that you'd like to see more often? Instead of giving a gift, make arrangements to get together. Could someone on your list use company throughout the year? Avoid buying a gift and, instead, promise a monthly visit. Do you have adult family members on the list?

Suggest a dinner together in lieu of gifts, donate to a charity that you select as a group, have a "white elephant" gift exchange, or draw names and buy for just one person. Remember, in most relationships, gift-giving is a two-way street. If you want to change the rules this year, communicate with friends and family members about your ideas and suggestions. They will probably be glad that you were brave enough to bring it up!



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Don't Break the Bank: Decide how much you plan to spend on holiday giving. Once you have a total, estimate a budget for each person on your list. Remember that the little extras, such as stocking stuffers and accessories, can add up. As you begin to shop, keep track of your receipts. Periodically evaluate how much you're spending compared to the budget that you developed.

Priceless: Consider gifts of yourself and your time. These gifts improve your relationships, cost nothing, and create no waste. For example, you could offer to visit a friend and bring all the fixings for a homemade dinner—and then make it together. You might schedule a game or movie night for family or friends. You could offer to babysit for an evening or even a weekend. No children in the family? Offer to pet sit or house sit. Volunteer to clean up the yard in the spring or mow the lawn. The possibilities are endless.

Made With Love: Another way to give of yourself is to put your skills to work by making homemade gifts. If you preserve food or jams, give some away as gifts. Record a CD or DVD of a child's performance or an "interview" that gets the child talking about friends, school, and activities, and send the recording to a far-off relative. Refresh a family memory by making your brother the cookies that Grandma used to bake. Decorate an old picture frame with fishing lures and add a photo of you and your grandpa fishing together. Put your old jewelry, clothes, and hats into an unneeded suitcase to create the perfect dress-up chest for a child. We're sure you can think of many other ideas that reflect your own hobbies or honor the skills that a family member or friend passed along to you.



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Experience the Drama: Do you have friends or relatives who love a certain sports team but don't go to games very often? Give them tickets! Not a sports fan? Give tickets to a concert or play, a movie gift card, a museum membership, or park passes. If you have a friend who is interested in learning something new or becoming an expert on a favorite hobby, offer to pay for a class.

Know Thy Recipient: Waiting until the last minute to shop can lead to breaking the budget and choosing less-than-perfect gifts. When you are out of time, anything near a checkout seems "good enough." However, a good-enough gift is likely to be unused. At best, it will be returned, re-gifted, sold, or given away. At worst, it will be forever unused and, eventually, thrown in the trash. Knowing what a friend or family member likes and dislikes, as well as knowing sizes and other essentials, can lead to thoughtful gifts that don't waste your time and money or end up as trash. If you don't have time to find a gift that will reflect the recipient, give a gift card instead.



Wrap It Up: Remember to wrap without waste. Reuse last year's paper (and save this year's for next year). Choose reusable gift bags. Decorate boxes that you use each year for the same person. Use fabric scraps, magazine pages, colorful brochures, or old maps to create unique wrapping "paper."

FAST FACTS

Greenest on the Gridiron

This fall, colleges and universities across the U.S. will be competing in the Game Day Challenge. Each participating school designs a waste reduction plan for one 2011 regular season home football game and then measures the results. Schools can collect common recyclables, such as paper, beverage containers, and cardboard, as well as food for donation and composting. The amount of waste generated and recycled will determine which school is the greenest on the gridiron.

Last year, more than 75 colleges and universities took part in the Game Day Challenge. During the challenge, the participating schools kept 500,000 pounds of waste out of landfills, preventing greenhouse gas emissions equivalent to taking 180 cars off our roads for a full year.

If you enjoy fall sports, concerts, or festivals, be sure to look for and use recycling bins. If you are managing events, please be sure to include recycling in your plans.



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Old bags with new purpose

We've all been there. One day you are at the store and realize that your favorite reusable bag, the one you've had for the past several



years which has been with you through rain and shine, has a rip that is beyond your ability to repair. Never fear! ChicoBag has partnered with The Grateful Thread to accept

old reusable bags and put them to a new use. Bags that can be repaired will be given to families who can't afford to purchase reusable bags. Bags that can't be repaired will be turned into useful new products, such as beautiful hand-woven rugs.

You can mail clean, old reusable bags to this address: ChicoBag Company, c/o Zero Waste Program, 13434 Browns Valley Drive, Chico, CA 95973.

Learn more at www.chicobag.com/t-repurposing_program.aspx.

Simplify, simplify!

In *Walden*, Henry David Thoreau wrote, “Our life is frittered away by detail. . . . Simplify, simplify.” Watch a few minutes of cable TV and you’ll discover that Thoreau has thoroughly modern counterparts. Do a little channel surfing and you’ll find shows devoted to clearing out the clutter, ranging from simple organizing tricks to professional clean-outs.

While most of us will never appear on a television show about hoarding, many of us have more clutter than we wish we had. Whether it is a jam-packed clothes closet or a cabinet that is bursting at the hinges, devoting some time to decluttering, organizing, and donating or selling what you don’t need can be a refreshing experience for your spirit as well as your space.

In *The Joy of Less, A Minimalist Living Guide: How to Declutter, Organize, and Simplify Your Life*, Francine Jay compares decluttering to dieting. You can go for the short-term fix, begin to feel deprived, and relapse, or you can transform your relationship with stuff. She advocates for making conscious decisions about what you buy, what you have, what you keep, and what you release. In other words, she focuses on making the long-term change.



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In a chapter entitled, “Trash, Treasure, or Transfer,” Jay begins with trash—things that are clearly garbage or are outdated and can be recycled, like newspapers and magazines. The treasure pile will contain those things that you want to keep. However, she cautions that your treasures need to add either beauty or function to your life. Finally, in your transfer pile, you include all of the perfectly usable things that you no longer want or need. As she puts it, “In here belong all those perfectly good items that are no longer good for *you*.” Your transfer pile will include items that you plan to give away and those you hope to sell.

Thoughtful decluttering can also lead to less impulse shopping. When you declutter, you often find things that you “had to have” and, yet, never used. You don’t have to spend much time at a thrift store to know that you are not alone. Many of the items donated or resold each year aren’t just like-new, but are brand-new.

Rather than fritter your life away with details, or spend all of your time at home moving stuff to find what you’re looking for, simplify. And when you simplify, share. Many items that are no longer good for you would be very good for someone else.

Image courtesy of Jenna Isaacson

Reuse is big business



© iStockphoto.com | Juan Morino

Reuse has environmental, social, and economic benefits. The environmental benefits are clear—when we reuse, no new materials are harvested, mined, or manufactured. Reusing leads to less air and water pollution. In addition, reused items may be transported shorter distances to the end user.

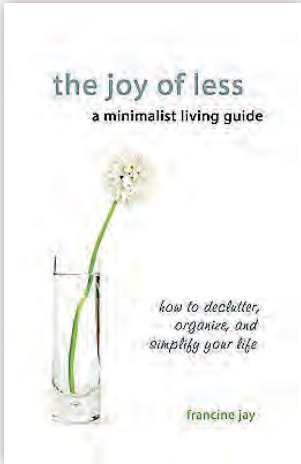
In terms of social benefits, reuse provides usable goods to people and organizations with limited means. Many reuse centers take part in job-training programs and provide employment for adults with disabilities and at-risk youth.

You might, however, find the economic benefits most surprising. Reuse creates jobs, encourages local business activity, and, of course, lowers disposal costs. Nationwide, reuse is a more than \$14.1 billion industry. Depending on the product, reuse creates 30 to 300 times more jobs than disposing of the same material on a ton-per-ton basis. At the low end, wood pallet repair creates about 28 jobs per 10,000 tons of material, whereas landfilling creates only one. At the high end, computer reuse creates 296 jobs per 10,000 tons of material.



Jenna Isaacson is a woman on a mission. Her goal is to promote secondhand shopping. A self-proclaimed “thrift store addict,” Isaacson is on a massive road trip, traveling the United States on what she terms “a visual journey through America’s collective closets.” She isn’t investigating actual closets, of course. She’s stopping at a thrift store in every state. Learn more about Jenna’s mission at www.allthriftystates.com.

Read More About It



The Joy of Less, A Minimalist Living Guide: How to Declutter, Organize, and Simplify Your Life by Francine Jay

Live More, Want Less: 52 Ways to Find Order in Your Life by Mary Carlomagno

Organized Simplicity: The Clutter-Free Approach to Intentional Living by Tsh Oxenreider

QUOTES REQUOTED

Just by simply choosing healthful options every day, you can make a world of difference. You can improve your own health and the health of the environment. It’s just like choosing to change your lightbulbs or draw your drapes. Just like choosing to drive a greener car. Just like choosing to recycle and buy recycled. Just like choosing to reduce your energy needs and get your energy from greener sources. Just like choosing to eat locally grown, organic food. It’s all about choices. And you’ve got the power to choose.



Ed Begley, Jr.
Living Like Ed



Horse Manure Recycling – Horse manure and other wastes that are not disposed of properly can contaminate the ocean and aquatic ecosystems. The Rolling Hills Estates Municipal Code requires that manure be properly composted in a manure compost bin or disposed of in a disposal cart provided by Waste Management and removed on a weekly basis. Waste Management provides weekly horse manure collection for Rolling Hills Estates residents. For more information, call Waste Management Customer Service at 800-774-0222.

Bulky Item Pickups – Residents are eligible for four free bulky item pickups per year. Bulky items accepted for pickup include appliances, tree branches, electronic waste, and more. Individual items cannot exceed 8 feet in length and 4 feet in width, weigh more than 150 pounds, or require more than two people to handle. For more information or to schedule a bulky item pickup, call Waste Management Customer Service at 800-774-0222.

Christmas Tree Recycling – After the holidays, Waste Management will pick up Christmas trees for two weeks at no charge. Please remove any ornaments, lights, tinsel, and garland, as well as the stand. If the tree is more than 6 feet tall, please cut it in half.

Speaker Available – Do you need a speaker for a business, club, civic organization, or classroom? Vickie Wippel, Community Relations Manager for Waste Management, is available to speak on a variety of waste reduction and recycling topics. Contact her at 310-522-6554 or vwippel@wm.com.

Hazardous Waste – Household hazardous waste, universal waste, electronics, unwanted and expired medications, and medical sharps in approved containers can be dropped off for free at the Gaffey Street S.A.F.E. Center, 1400 N. Gaffey Street, San Pedro. The Center is open Saturday and Sunday, from 9 a.m. to 3 p.m. For more information, including a list of materials accepted, please call 800-98-TOXIC (800-988-6942) or visit www.lacsd.org/info/hhw_e_waste.

Sharps – Residents can participate in the sharps mail-back program. Boxes are available at Rite Aid, 23 Peninsula Center in Rolling Hills Estates (377-4472). The first box is free, and the next two boxes are \$5 each.

Used Oil Collection – Curbside oil and oil filter collection is available on your service day. Oil must be deposited next to your trash cart in a Waste Management disposal container, which is available from Waste Management. Used oil filters should be placed in clear plastic bags. Your full oil container will be exchanged with a clean container which will be left at the curb. Call Customer Service within 24 hours of your collection day (Wednesday) to schedule a pickup or for more information.

Donations – Donate reusable goods, such as clothes, household items, sports and exercise equipment, and toys and games, to charitable organizations. Items should have all of their parts and be in good working order. There is a Salvation Army drop-off location at 30840 Hawthorne Boulevard in Rancho Palos Verdes and a Goodwill attended drop-off location at Silver Spur Road and Norris Center Drive in Rolling Hills Estates.

Prevent stormwater pollution

Winter rain may bring much-needed water to our area, but it also poses a serious health hazard when stormwater becomes polluted. Stormwater and urban runoff reach the ocean and local waterways through canyons, creeks, and the storm drain system. Stormwater and urban runoff can carry pollutants to these recreational water bodies. The storm drain system is separate from the sanitary sewer system and was designed to prevent flooding by carrying excess rainwater away from City streets and into local canyons and waterways, such as Machado Lake and Los Angeles Harbor. As a result, there is typically no treatment of stormwater. Stormwater and urban runoff pollution can cause beach closures and can harm humans and aquatic life.

The City commits significant resources to protect the quality of our local waters from urban runoff and stormwater pollution. We need the help of our residents and businesses to be successful.

Due to specific pollutant impairments of the Santa Monica Bay and nearby Machado Lake, the City of Rolling Hills Estates and our sister cities on the Peninsula must take special measures to target and eliminate the discharge of specific pollutants: trash, bacteria, nitrogen, and phosphorous.

Please do your part to eliminate these pollutants by following these simple and sensible practices:

- Keep the lid closed on your trash carts so that wind and birds don't scatter trash.
- On the second and fourth Thursdays and Fridays, the City streets are swept to clear any litter or debris left behind after residential trash pickup. If possible, park in your driveway on these days so that the street sweeper can do its job.
- At parks and playing fields, don't pile trash into overfilled and overflowing containers. Recycle beverage containers in the park bins or, if those are full, at home.
- Pick up pet waste when you walk your pet and from your own yard. Deposit bagged pet waste in your grey trash cart or in the pet waste clean-up stations at City parks.
- City ordinance requires that horse manure on private property be kept in an enclosed container and either composted or hauled away at least once per week. Properly contain and dispose of horse manure on your property. For more details about disposal, read "What's Up?" on this page.
- Reduce the amount of fertilizer that you use on your lawn and gardens, and follow instructions so that you don't apply more fertilizer than is needed. Choose the least toxic pest control methods, when needed. Learn more at www.surfrider.org/programs/entry/ocean-friendly-gardens or www.smartgardening.com.
- Repair broken heads and leaks in your sprinkler system. Check for overspray (onto sidewalks, driveways, and streets) and muddy areas, and then adjust your sprinkler heads accordingly.
- Properly dispose of unwanted household chemicals, used motor oil and filters, and old medications. For more information about proper disposal, read "What's Up?" on this page, call 888-CLEAN-LA, or visit www.888CleanLA.com.
- Pool chemicals can be toxic to aquatic life, so contact the City of Rolling Hills Estates for guidelines on how to drain your pool or spa in an environmentally sensitive manner.
- Sweep your driveways and sidewalks to clean them, rather than using the hose. Sweep the grit and organic debris into your lawn or garden. Pick up non-organic debris and put it into your grey trash cart.
- Control erosion by using mulch or planting vegetation in erosion-prone areas of your yard.



- Dispose of fats, oils, and grease by scraping or wiping them into a sealed container and putting them into the grey trash cart.
- Dispose of coffee grounds, which are oily, in the trash or in your backyard compost or worm composting bin.

Only clean water should be discharged into our storm drain system and our canyons. City staff annually walks our open channels to identify and eliminate illegal connections and discharges.

The City of Rolling Hills Estates contracts with the County of Los Angeles for additional public works services to implement County-wide stormwater pollution prevention programs, including storm drain maintenance, catch basin cleaning and stenciling, industrial waste services, drainage review of new development and redevelopment, and building and safety services. Use of County contract services allows the City to cost-effectively leverage County-wide resources and programs in performing standard stormwater pollution prevention services so that City staff can focus on City-specific issues and pollutants.

To learn more about storm water pollution prevention, visit the City's website at www.ci.rolling-hills-estates.ca.us/index.aspx?page=168 or the Los Angeles County website at www.ladpw.org/PRG/StormWater/.

Confused about plastic bags?

Earlier this year, Los Angeles County announced that a ban on plastic carryout shopping bags would begin to take effect in unincorporated areas of the County on July 1, 2011. News of this ban on plastic shopping bags had many individuals and

store owners confused in cities like Rolling Hills Estates. Does the ban apply here? The short answer is "no."

As it stands, the ban affects only supermarkets and large discount stores outside of the County's incorporated cities, not stores within incorporated cities, such as Rolling Hills Estates. As of January 1, 2012, this ban will extend to all stores, including convenience stores, outside of incorporated cities.

So, while the ban does not apply to stores located within the City limits of Rolling Hills Estates, it may affect other areas where you regularly shop. At the affected stores, shoppers who forget their reusable bags may purchase paper bags at checkout

for 10 cents each.

Wherever you shop, now is a great time to get into the habit of carrying your own reusable bag. A single reusable bag has the lifespan of 700 disposable plastic bags, meaning that you'll be able to use the same reusable bags for many years and hundreds, if not thousands, of uses. Remember to rinse or wash the bags occasionally, especially if they have gotten wet or sticky.

Funded by Waste Management.

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after you have read it!*

